## IN THE ABSTRACT

The Abstract as amended below with a replacement Abstract shows added text with underlining and deleted text with ~~strikethrough~~.

Please **REPLACE** the Abstract as marked below to show changes. The replacement Abstract is submitted on a separate sheet (37 CFR 1.72).

## ABSTRACT OF THE DISCLOSURE

A digital contents advertisement display <u>method and</u> system using auction ~~includes:~~ <u>has</u> a contents outline disclosing part ~~for~~ disclosing an outline of contents <u>to be</u> distributed through a digital medium to ~~an indefinite number of~~ audience<u>s</u> including sponsors<u>.</u> ~~; an~~ <u>An</u> advertisement tenant bidding part ~~for allowing~~<u>allows</u> a sponsor to bid for an advertisement tenant contained in the disclosed contents<u>; and</u> a sponsor determining part ~~for knocking down~~<u>determines a winner sponsor for</u> the advertisement tenant ~~to a sponsor that has bid~~<u>according to</u> a highest price<u>bid by a sponsor. A</u>~~; a~~ contents creating part ~~for correcting~~<u>completes</u> the advertisement tenant contained in the contents ~~in accordance with requests from~~<u>according to</u> the <u>winner</u> sponsor~~, and~~ ~~completing~~<u>to complete</u> the contents~~; and a.~~ <u>A</u> contents distributing part ~~for distributing~~<u>can distribute</u> the completed contents~~, wherein the contents have a function~~ as an advertising medium.